



WVEC
613 Woods Ave.
Norfolk, VA 23510

Waterfront Strategies
1010 Wisconsin Ave
Suite 800
Washington, DC 20007-3603

Contract # 846011

Schedule Dates 08/05/12-08/09/12
Advertiser Senate Majority PAC (38811)
Agency/T-Code Waterfront Strategies (8116)/154583751
Product Political - Candidate (1077)
Brand SENATE MAJORITY PAC (171927)
Salesperson Blair, Cheryl (2205)
Sales Office TeleRep - Philadelphia
Buyer Name WOOD, SPENCER
Phone/Fax (202) 550-6060 /
CPE 94/100/1538
Account Types National/Political PAC - Agency
Billing Type Weekly/Irregular
Comments SEN MAJ PAC 8/3
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 07/31/12
Last Modified 07/31/12
Entered By Penne Marsh
CO-OP No
Headline # 06258534
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,560.00
Net Total \$8,840.00
Sales Tax

Norfolk (WVEC) (WVEC)	
By Broadcast Month	Spots
Aug. 2012	12
Grand Total:	12

Rate	
	\$10,400.00
	\$10,400.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/06/12-08/09/12	4	:30	10:58A- 12P (ET)	1	X	X	X	X				1	\$575.00	\$575.00	Norfolk (WVEC) (WVEC)	UPDATED, THE VIEW	7/31/12
2.0	Normal Line / SPOT	08/06/12-08/09/12	4	:30	12P- 12:57P (ET)	1	X	X	X	X				1	\$400.00	\$400.00	Norfolk (WVEC) (WVEC)	UPDATED, 13 NEWS MIDDAY	7/31/12
3.0	Normal Line / SPOT	08/06/12-08/09/12	4	:30	3:58P- 4:58P (ET)	1	X	X	X	X				1	\$515.00	\$515.00	Norfolk (WVEC) (WVEC)	UPDATED, DR. OZ	7/31/12
4.0	Normal Line / SPOT	08/06/12-08/09/12	5	:30	6P- 6:30P (ET)	1	X	X	X	X				1	\$1,025.00	\$1,025.00	Norfolk (WVEC) (WVEC)	UPDATED, 13 NEWS AT 6P	7/31/12
5.0	Normal Line / SPOT	08/06/12-08/09/12	4	:30	6:58P- 7:28P (ET)	2	X	X	X	X				2	\$1,375.00	\$2,750.00	Norfolk (WVEC) (WVEC)	UPDATED, WHEEL OF FORTUNE	7/31/12
6.0	Normal Line / SPOT	08/06/12-08/09/12	5	:30	7A- 9A (ET)	2	X	X	X	X				2	\$850.00	\$1,700.00	Norfolk (WVEC) (WVEC)	UPDATED, GOOD MORNING AMERICA	7/31/12
7.0	Normal Line / SPOT	08/06/12-08/09/12	5	:30	7:28P- 7:57P (ET)	2	X	X	X	X				2	\$1,375.00	\$2,750.00	Norfolk (WVEC) (WVEC)	UPDATED, JEOPARDY	7/31/12
8.0	Normal Line / SPOT	08/06/12-08/09/12	4	:30	9A- 10A (ET)	1	X	X	X	X				1	\$410.00	\$410.00	Norfolk (WVEC) (WVEC)	UPDATED, LIVE WITH KELLY	7/31/12
9.0	Normal Line / SPOT	08/05/12-08/05/12	4	:30	9:58A- 11A (ET)	1							1	1	\$275.00	\$275.00	Norfolk (WVEC) (WVEC)	UPDATED, THIS WEEK	7/31/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WVEC Norfolk	Date: 8/1
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I, Mike Furman
do hereby request station time concerning the following issue:

Majority PAC

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	As ordered				

Total Charges: \$ 8,840 Net

This broadcast time will be used by: Majority PAC

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes ☐ No

846011

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Majority PAC 700 13th Street, NW	Washington, DC 20005 202-356-4663
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and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation;
 ☐ a committee;
 ☐ an association;
 ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Rebecca Lamb

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

4/4/12 _____ 202-335-8700
 Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted
 ☐ Accepted in Part
 ☐ Rejected
Penne Marsh Penne Marsh NSC
 Signature Printed Name Title